



THE CITY OF SAN DIEGO

# MEDIA ADVISORY

## POLICE DEPARTMENT

**What:** San Diego Police Department Child Safety Campaign Kick-off

**When:** Tuesday, September 21, 2010 at 4:00 p.m.

**Where:** Jacobs Center / UAAMAC lot  
4891 Market Street, San Diego  
Chollas View neighborhood

**Contact:** Sergeant Martha Sainz  
(619) 527-3508

Child safety has always been a priority for the San Diego Police Department. In light of recent tragic automobile accidents involving juvenile pedestrians, the San Diego Police Department will be joined by members of the Southeastern community to officially launch the "Child Safety Campaign". This campaign is driven by a commitment to keep our youth safe, especially on our streets. Our Child Safety Committee has developed a plan to better inform parents, the community and businesses how they can take a proactive approach to ensure child safety.

The kick-off event will include the unveiling of a billboard at 5000 Market Street reminding the public to be aware of children as they travel on our streets. Members of the Police Department and the Jacobs Center will join together to pass out informational flyers and yard signs to educate the public about child safety and make our streets as safe as possible.

Officers will be available to answer questions and provide safety tips. Refreshments will also be provided.

San Diego Police Chief William Lansdowne, Assistant Chief Boyd Long, San Diego Unified School District Police Chief Don Braun, City Councilmember Tony Young, District 4, and representatives from Rady's Children's Hospital and Project Safeway invite you join them in protecting your families and your community.

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